



... could you create some **jacket copy** for the attached title?
Thanks

[S]

[T]



Use: current hardback copy, author's AQ & own research

1 WORD OF JACKET COPY PER WORDS OF TEXT **680**



WORDS ON JACKET PAGES

[A]

1. GROUP KEY FACTS:

Intended audience?

Non-fiction Scientific...

Graduates



2.

CONSIDER APPROACH:

- Read jackets of books from similar genres
- Decide on most appropriate style of jacket copy for text
- Discern usefulness of marketing AQ and previous HB
- Draw upon freelance editing background to condense & clarify narrative, changing language to make accessible

RESEARCH

FICTION VS. NON FICTION

EVALUATE

REFLECT



3. IMPLEMENT IDEAS & WRITE



[R]

COMING
JOHN PHARRIN

SOON!

the deeper genome

Why there is more to the human genome than meets the eye

Skills developed:

- ★ Research skills
- ★ Creativity
- ★ Versatility



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